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The bacteria which sour milk and cause off-flavors  
grow rapidly  
in unclean, unsterilized  
dairy utensils

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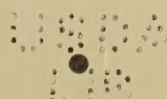
**BACTERIA  
COST  
DAIRYMEN  
MILLIONS  
OF DOLLARS  
YEARLY**

•

for cleanliness  
**ELECTRICALLY HEATED WATER**

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for sterilization  
**ELECTRIC STERILIZERS**



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## ELECTRIC WATER HEATERS

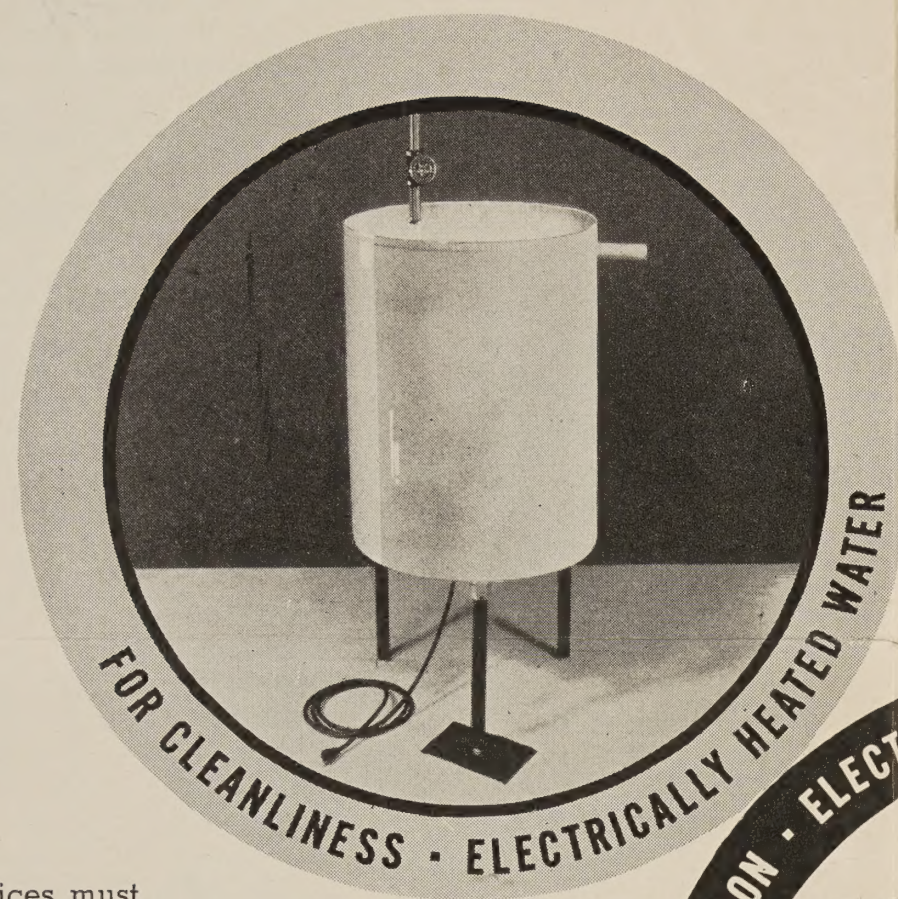
supply hot water for cleansing, the first step in bacteria control.

Farmers who want maximum milk and cream prices must keep utensils clean, washed after every use—in HOT water.

Cold-water washing of bottles, cans, and milkers leaves solids in which contaminating bacteria thrive. Only scrubbing with HOT water and washing powder will get them clean.

## LOW-WATTAGE ELECTRIC WATER HEATERS HAVE THESE ADVANTAGES

- Lowest-cost operation • Automatic control
- No fuel, dirt or ashes • No fire hazard
- Insulated to reduce heat loss • No pressure • Compact



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# Kill Bacteria

## ELECTRIC STERILIZERS KILL BACTERIA

No utensil is safe until it's sterilized. The new electric utensil sterilizers guard dairy profits—automatically!

Washed, wet utensils are stacked in the cabinet. The switch is turned on. That's all. When the temperature rises to the proper point, a thermostat turns off the current.

Utensils are left in the sterilizer until they are used again, kept dry, rustless and free from bacteria.



There's no fire hazard with an electric sterilizer, no fuel, dirt or ashes, and it operates on surprisingly little current.

## HOW TO CLEAN AND STERILIZE UTENSILS TO ASSURE HIGH-GRADE MILK AND CREAM



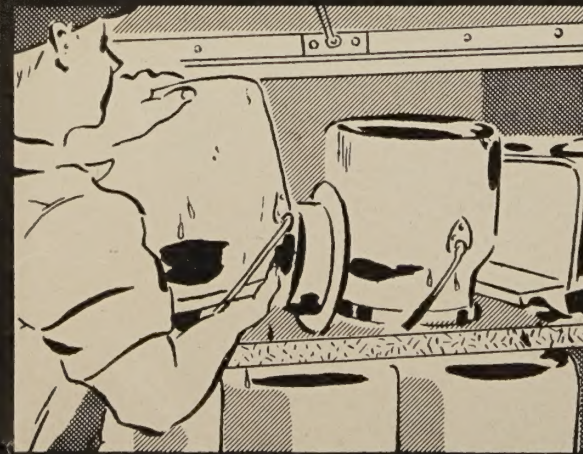
1. Rinse in cold water to remove milk residue.



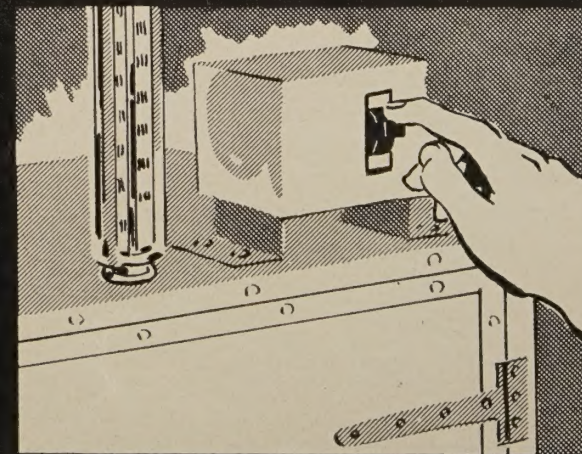
2. Scrub with brush and powder in hot water.



3. Rinse thoroughly in warm or hot water.



4. Put wet utensils in sterilizer.



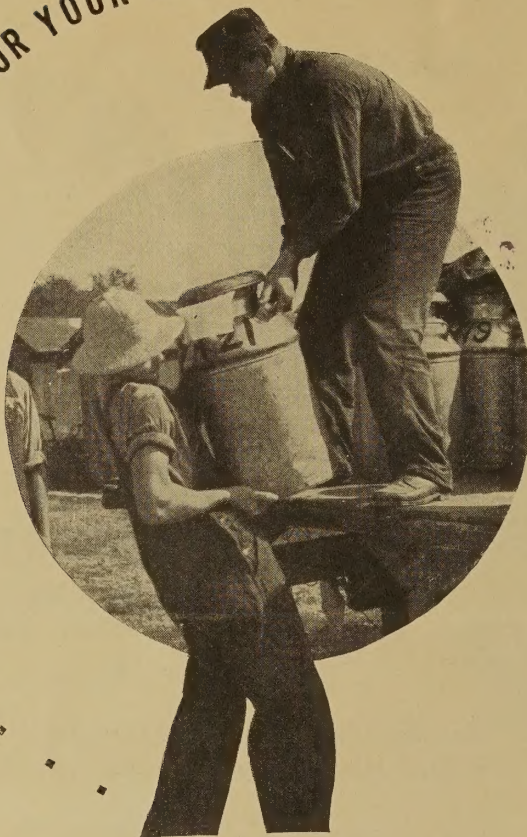
5. Turn switch, current automatically shuts off.



6. Utensils will be sterile and dry when needed.



WHAT PRICES DO YOU GET FOR YOUR MILK NOW?



## WHAT'S THE COST OF CLEANLINESS?

Pennsylvania Agricultural Experiment Station reports: "Utensils are sterilized twice a day . . . In 85 actual days, the sterilizer used 290.6 kilowatt-hours and sterilized 6,588 pounds of dairy utensils. THE AVERAGE DAILY ENERGY CONSUMPTION IS 3.4 KILOWATT-HOURS OR 1.7 KILOWATT-HOURS PER STERILIZATION."

At REA rates, that's 6.8 cents a day on an average farm.

### FOUR ACTUAL RECORDS OF THE COST OF WATER HEATING SHOW:

Farm	Gallons per day	Temperature	Kw.-hr. per month	Rate	Cost per month
		(Degrees F.)		(Cents)	
1 .....	5	135-140	44	2	\$0.88
2 .....	5	135-140	45	2	.90
3 .....	5½	135-140	50	2	1.00
4 .....	8	135-140	70	2	1.40

At REA rates, that's 3 to 5 cents a day on an average farm.

CAN YOU AFFORD 11 CENTS A DAY  
TO PROTECT  
YOUR DAIRY PRODUCTS?